

Strategy for the year ahead



Every company should have a clearly defined strategy for their coming business year.....

Defining your strategy

Companies which lack strategy lack direction, and tend to drift from one year to the next without stopping, looking around and deciding if they are moving in the right direction.

The task of giving a company a corporate goal is the job of senior management or directors. Broadly speaking, the following steps need to be followed.

1. **Define company goal.**

E.g. to be # 1 in your industry.

2. **Calculate strategies to reach your goal.**

Need to improve customer service, product quality, stronger marketing, better backup etc...

3. **Implement new strategy.**

Strengthen your customer service and marketing program etc...

4. **Appraise progress.**

Don't set goals without reviewing them to see if they have been achieved.

5. **Publicize activity.**

Let your staff and customers know of your aims and targets.

Although this type of planning is a continuous process, there is no better time than the coming year to implement such changes, whether it is the start of the calendar or the financial year. Do not delay. Implement such changes immediately and look forward to a year of new directions.

Good luck.

About Abilitude

Abilitude Professional Solutions is an innovative business consultancy firm, based in Kigali – Rwanda, offering professional solutions for business professionals and entrepreneurs in the following two key areas:

1. Capacity building for professional growth and skills development for professionals who are employed
2. Professional solutions for entrepreneurial capacity, skills and competency development

Abilitude seeks to bring simplicity and order in the often complex world of business and work in a way that unlocks potential, value and profit. We believe that our education system may not have prepared both professionals in business, and entrepreneurs alike, with adequate skills and competencies to cope with the ambiguities and uncertainty in the current ever changing world of business.